

Viewfoto 81 Conf (London)

First Class Mail

**creative
computing**

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Viewdata 81

International Conference & Exhibition
6-8 October 1981 London

July 24, 1981

Memo to all delegates at Videotex '81

I enclose for your information a brochure giving advance information about Viewdata '81 which will be held this fall in London. Would you like a more international insight into videotex developments? If so, participation in Viewdata '81 would be most worthwhile.

We were most encouraged by the delegate and exhibitor response to Videotex '81 in Toronto. The event was regarded as a major success by all concerned. I am pleased to advise you that we have scheduled a follow-up to be held at the New York Hilton, 28 - 30 June, 1982. This will have a conference of a similar scale to the Toronto meeting but the exhibition will be very much enlarged. An announcement leaflet and call for papers will be sent to you shortly.



Richard Elliot-Green
Chairman, Viewdata '81
International Advisory Committee

Viewdata 81

Wembley Conference
Centre London

6-8 October 1981



Viewdata 81

Wembley Conference Centre, London
6-8 October 1981

Second World Conference on Viewdata, Videotex & Teletext

Viewdata '81 will be the most important international viewdata event this year. It follows a year and half after Viewdata '80, which has been acclaimed worldwide as the catalyst which transformed viewdata from a research topic into a thriving industry.

The Viewdata '80 exhibition surprised many by its size and scope, including as it did, impressive displays from several overseas systems and dominated by the UK's magnificent Prestel stand. Such was the significance of the event that Online, organiser of Viewdata '80, was asked to stage a similar spectacular in Toronto. This event – Videotex '81 – took place in May 1981 and drew over 1500 conference delegates.

This booklet contains photographs, press cuttings and quotes which clearly illustrate the impact of these two occasions on both sides of the Atlantic.

Viewdata '81 will report the European, North American and Japanese experiences with videotex. As a successor to the two initial exploratory and introductory conferences, it will present a picture of a maturing industry.

The Exhibition

Covering two full floors at the Wembley Conference Centre, the exhibition looks set to outshine even last year's display. In addition to the large sites booked again this year by the PTTs of Britain, France, Germany and Japan – the Canadians will be here fresh from their triumph at Videotex '81 in Toronto, and eager to show the world the advances they have made with their Telidon system. The main British manufacturers will also be there demonstrating business applications of their viewdata systems.

The exhibition will let the potential customer assess the relevance of the products and services to his particular needs and compare and contrast the various offerings which are now appearing on the market.

Viewdata '81 will undoubtedly be *THE* national and international showcase for the display and demonstration of systems, equipment and services which relate to this new and rapidly evolving industry.

The Conference

The programme will provide a comprehensive review of the latest developments from all around the world. It will be practical and will stress the commercial realities of the developing videotex industry.

Speakers at the conference will report actual experience with videotex – progress reports and initial findings will be presented for many of the field trials initially announced at Viewdata '80.

In all a programme comprising approximately 100 of the world's leading specialists and key commercial 'movers' will be presented. In style and size the programme will be similar to those at the two previous conferences, Viewdata '80 and Videotex '81 – the content will however be quite different – it will reflect an image of a maturing industry.

The conference will be presented in three parallel streams of concurrent sessions:

The International Review

The sessions in the International Review will provide an overview of what is happening in videotex around the world. In the main the sessions will be coordinated by the respective national telecoms authority or ministry.

Developments in France

Presentations will highlight the close inter-relationship between viewdata and teletext that is characteristic of the French Telematique programme.

Developments in West Germany

These presentations will highlight the Bildschirmtext Centres and the Gateway concept which has been spearheaded in Germany. Experience of initial field trials will be presented.

Developments in the UK

Experience of a commercial operational system will be the theme of the UK session. Reports on the first two years of Prestel and the first year of Prestel International will be presented.

Developments in Canada

The Canadians take Telidon very seriously indeed. This session will review developments and plans for a system which has recently been chosen by AT&T as the basis for its videotex standard.

Developments in Japan

This session will present a group of five papers reviewing both technical and service aspects of the Japanese Captain videotex system.

Developments in the USA

The USA was a slow starter in videotex, but now with field trials springing up almost every day and with AT&T & CBS taking a serious interest in videotex the Americans are poised to take the lead. Will they? This session will provide some pointers.

Developments elsewhere

This session will consider some of those countries for which there just is not time during the conference to devote a whole session. Interesting developments will be reported from Denmark, and other countries.

Applications and implications

Sessions will report case history experiences and research findings of videotex. The emphasis will be on real applications and results with public and private systems. Other sessions will explore the likely developments and implications of two-way systems in the home and office environment.

Videotex in business

This case experience session will examine how and why public and private videotex systems are now being used in decision making environments and the lessons learned so far.

Transactional videotex

Two way capability brings buyers and sellers, readers and writers together in an electronic marketplace. Presentations will explore developments in teleshopping, booking, banking and other areas.

The impact on newspapers and publishing

Established media owners instinctively feel videotex will effect their revenue base. Presentations will consider the realities to date along with future threats and opportunities.

Videotex in the public sector

National, regional and local government are poised as major information providers to the public at large and to special interest groups. This session will highlight the often varying approaches adopted in several countries.

Videotex in training and education

Countrywide systems offer corporations and educators a low-cost vehicle for distance teaching – potentially an early route to the residential market. The presentations will report on findings to date, the use of telesoftware and advanced videotex facilities.

Videotex in the home

Field research highlights mixed results in several countries. This session will assess market reactions to the content, costs and utility of videotex so far and consider alternative approaches used in various countries to tap their potentially lucrative home markets.

Social implications and policy issues

The possible ubiquity of videotex is beginning to pose serious considerations for users, carriers and information providers. Presentations will develop the important points and often diverse solutions emerging in various countries.

The Emerging Videotex Industry

These sessions will be of vital interest to those either already involved with videotex or in related areas that are likely to be affected directly by videotex – publishing, advertising, computers, communications and micro-electronics.

Marketing the information service concept

All players in the videotex arena have different objectives. Focused information and target audiences are already features of operational systems – might trialists rethink their marketing mix? The session includes tactics, successes, casualties and trends.

Regulatory and legal issues

With the ground rules regulating the new media not yet written and few, if any, reliable precedents to go on, no-one wants to be the first victim in a potential minefield. These presentations bring together contending experts to review the state of play.

International standards and protocols

Various national videotex systems are locked in an international technical battle for commercial and national domination. Most concur that compatibility is a desirable goal. Presentations will elaborate progress to date and scenarios on systems convergence.

System linkages – gateways and networks

Interaction with third party databases promises to add an important, perhaps pivotal dimension to videotex developments. These presentations will cover actual and planned implementations, early results and costs, plus network enhancements towards more dynamic videotex functions.

The IP's viewpoint

Practitioners with hands-on experience will share their hard won insights into videotex techniques and operations, including creating and maintaining information products in commercial environments.

New systems and facilities

Videotex technology changes daily. These presentations will explore progress on new systems and new facilities such as enhanced indexing and keywording.



Viewdata Conference Pulls International Crowd

Post Office replies to Prestel critics
British Post Office
kwijt zich volop van ma

Overseas invasion of Viewdata 80
'Entente cordiale' over viewdata

At the last minute, before the opening of Viewdata 80 in Wembley last week, the French PTT and the Post Office reached agreement on a reciprocal arrangement whereby facilities would be freely given for any demonstration of their respective viewdata systems in each other's country, subject only to the normal technical and safety checks. The Post Office was also granted permission to market Prestel International in France. The French had

ferred an international exhibition. The French, Canadians, Swedes, Japanese and some multinationals Dutch Philips and the national Telephone also represented. Prices for the exhibition were set to be around £100,000. The Post Office is now planning to hold a similar event in London next year.

Les PTT français lancent "Intelmatique" à Londres, à l'occasion de Viewdata 80
France invasiée met Japanse steun op Brits Viewdata 80
Prestel's konkurrenten in de slag

LONDON, 27 March 1980. The British Post Office conference Centre de l'entente cordiale annex '0' gehouden. Het lijkt wat erg kort op de hibiition die op 7 en 8 november jongstleden, maar wanneer je het programma bekijken als konferentie, zie je dat deze legelijk iets kan toevoegen aan de vooraf wanneer die kennis voor een komende Viewdata Exhibition.

Viewdata '80 picture
Prestel dominates

The British Post Office Viewdata system, Prestel, dominated the first world conference on viewdata and exhibition on 80, which was held at the Wembley Conference Centre during the last week of March.

...the Viewdata exhibition and conference at the Wembley Conference Centre, drew crowds from many places in the world as well as a big home attendance"

Viewdata & TV User April 1980



"The world's first conference on viewdata, videotex and teletext systems - no less than 60 companies set up shop giving an indication of the depth of support industry which is growing up in the wake of Prestel"

"The real value of an intensive meeting like Viewdata '80 and all its ancillary events comes with perspective. It is fascinating to watch an industry being born"

Watch, USA May 1980



Please reserve delegate place(s) for:

Name BLOCK CAPITALS	Mr/Ms/Dr	Position
Name	Mr/Ms/Dr	Position
Organisation		
Address		Post Code
Country	Phone	Telex
Booking made by (if different from above)	Mr/Ms/Dr	Position
Signature	Date	

☐**Registration**

I enclose our registration fee of £339.25 (£295 plus VAT) per delegate. Cheque payable to Online drawn on a UK bank. A receipted tax invoice will be sent to you. Onlines's VAT number is 222 6473 79.

☐

I wish to reserve Conference Banquet tickets for the evening of 7 October.

☐

I enclose our remittance of £25.30 (£22 + VAT) for each banquet reservation.

☐

Please invoice my organisation. NB: Any fee still outstanding after the event will incur an additional administrative surcharge of £30.

Reclaiming VAT

EEC Legislation now permits reclamation of VAT on conference fees paid to another member country. For further information contact your local tax authority.

Cancellation conditions

Cancellations received in writing 3 weeks prior to the conference – full refund less £10 administrative handling charge; 2-3 weeks prior to the conference – 50% of fee payable; less than 2 weeks prior to event – no refund. Substitutions can be made at any time.

Please complete the registration form and send it or a photocopy to Online as soon as possible. All registrations will be acknowledged by return when we will send you information about travel to and accommodation at Viewdata '81.

Full details of the conference programme will be sent to you at the end of July. Detailed delegate information will be sent out two weeks before the conference.

The delegate fee is £295 plus VAT. This should be sent with the registration or at the very latest paid at the conference. Any fee still outstanding after the event will incur an additional administrative surcharge of £30.

The registration fee includes a copy of the conference proceedings which will be distributed to delegates on arrival at the conference. It also includes lunches and light refreshments on all three days plus a cocktail reception on the first evening. The fee does not include the cost of a Conference Banquet ticket or hotel accommodation. Conference Banquet tickets are £22 each – plus VAT.

The conference programme described in this brochure was accurate at the date of going to print. The organisers reserve the right to make any changes that they deem to be in the best interests of the conference.

Complete this form and return it to:

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Online is one of the world's leading specialists in the design and co-ordination of major conferences and exhibitions concerned with the business applications of computer, information and communications technology. During the last 10 years it has co-ordinated a programme of some 300 highly respected events in the UK, on the Continent of Europe, in the USA and Canada.

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Videotex '82

New York Hilton

June 28 – 30 1982

Videotex '82 will be the logical successor to both Videotex '81 held in Toronto and Viewdata '81 in London. It will comprise a World Conference along with North America's first major videotex Exhibition.

STOP PRESS